

Appln. No. 10/628,622
Amendment dated April 5, 2006
Reply to Office Action of Oct. 5, 2005
Docket No. 6266-19-1

REMARKS/ARGUMENTS

These remarks are submitted in response to the Office Action dated October 5, 2005 (Office Action). This response is filed after the 3-month shortened statutory period, and as such, a retroactive extension of time is respectfully requested. The Examiner is authorized to charge the appropriate extension fee to Deposit Account 50-0951.

In the Office Action, Claims 1-19 were rejected under the judicially created doctrine of obviousness-type double patenting as being unpatentable over claims 1-19 of prior U.S. Patent Application No. 6,034,680 (the '680 patent). Claims 1-12 and 14-19 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 5,734,823 to Saigh, *et al.* (hereinafter "Saigh"), in view of U.S. Patent No. 5,760,771 to Blonder, *et al.* (hereinafter "Blonder"). Lastly, Claim 13 was rejected under 35 U.S.C. § 103(a) as being unpatentable over Saigh and Blonder, and further in view of U.S. Patent No. 5,597,307 to Redford.

Applicants thank the Examiner for her thorough and thoughtful examination of the application. Applicants have amended independent Claim 1 to emphasize certain aspects of the invention and to clarify others. Applicants also have added newly-presented independent Claim 20 to further emphasize certain aspects of the invention. Dependent Claim 2 has been amended by Applicants to maintain consistency with each of the other claims. The claim amendments and newly-presented claim are fully supported throughout the Specification, as discussed herein. No new matter has been introduced by virtue of either the claim amendments or the newly-presented claim.

Applicants' Invention

It may be useful to reiterate certain aspects of Applicants' invention prior to addressing the cited references. One aspect of the invention is to a portal for supplying

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supplementary information related to printed books. More particularly, Applicants' invention associates with each of a plurality of printed books supplementary information that can be accessed through a data communications network, such as the Internet, and which can be provided via a kiosk located in the proximity of the plurality of printed books, such as at a bookstore, retail outlet, or library. Users of the invention can be associated with different classes, such as a children's, parents', or teachers' class. An individual user can access a common web site pertaining to a book as designated by a uniform resource locator (URL) supplied, for instance, in a bookmark inserted into the book. A user can access the common website through the portal provided by the kiosk, which, as already noted, can be positioned in proximity to shelves containing the printed books.

Significantly, unlike prior attempts to provide supplemental information through the Internet, with Applicants' invention supplemental information can be tailored specifically to the class to which the user accessing the supplemental information through the portal belongs. In particular, where a user has been classified as a child, supplemental information can be provided which pertains to elements of specific interest for children, such as games or activities. By comparison, when a user has been classified as a teacher, supplemental information can be provided which pertains to elements of specific interest for teachers, such as teacher's guides or manuals. Applicants' invention also can accommodate printed books supplied by multiple publishers without having to provide web pages containing the supplemental information provided by multiple electronic publishers. Hence, the portal, according to Applicants' invention, when disposed in a kiosk, can have particular application in a bookstore, retail outlet, or library.

One embodiment of the invention, typified by amended Claim 1, is a method for supplying hierarchical supplementary information related to printed books in a portal. The method can include establishing a portal of supplementary information related to printed books, the supplementary information being stored in hypermedia documents

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retrievable through the portal. The method further can include distributing to a user base a plurality of different printed books. The printed books are non-electronic, paper-based books that can be arrayed at a common location accessible to each user of the user base inserted therein at least one bookmark. The printed books, for example, can be arrayed on a bookshelf and/or table at a bookstore, library, or schoolroom.

According to the method, moreover, in each of the individual printed books a bookmarker can be inserted. The method also can include associating each different printed book with a common uniform address, each such common address referencing a corresponding first hypermedia document in the portal. The common uniform address can be included on the at least one bookmark inserted in the particular printed book associated with the common address. Additionally, the first hypermedia document can comprise links to secondary hypermedia documents, each of the links corresponding to a different one of a plurality of user classes.

The method further can include providing a kiosk for interacting with the portal. The kiosk can be positioned at the common location where the array of printed books is located.

Additionally, the method can include receiving from a user, via the kiosk, both a user-specified common address obtained from the at least one bookmark corresponding to one of the printed books, and a user identifier identifying the user as belonging to at least one of the different user classes. According to the method, if the user has not already been supplied with a user identifier, one can be obtained from an attendant at the common location, preferably in proximity of the kiosk. Accordingly, the user can present certain information to the attendant to verify that the user belongs to one of the different classes. For example, a user may need to verify that he or she is in fact an adult, if one of the different classes of supplementary information pertains exclusively to adults. Similarly, for example, a user may need to verify that he or she is in fact a teacher, if one of the different classes is restricted to only bona fide teachers.

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The method can further include displaying through the kiosk in the portal a first hypermedia document corresponding to the user-specified common address in response to receiving the user-specified common address. Additionally, the method can include searching a stored list of user identifiers cross referenced to a plurality of user classes. The searching can determine which of the different user classes a user belongs to, and, in response to identifying the associated user class, displaying through the kiosk one of the secondary hypermedia documents. The secondary hypermedia documents, more particularly, can have supplementary information pertaining to books associated with the user-specified common address. Additionally, the supplementary information can be consonant with the associated user class to which it has been determined the user belongs.

Still another embodiment of the invention, typified by newly-presented independent Claim 20, is also a method of supplying hierarchical supplementary information related to printed books in a portal and including additional features. In particular, according to this embodiment, secondary hypermedia documents are displayed through the kiosk as a sequence of images, wherein the rate at which the sequence of images is displayed is based upon the user class to which a user is determined to belong.

The Claims Define Over The Prior Art

As already noted, independent Claim 1 was rejected under the judicially-created doctrine of obviousness-type double patenting with respect to the '680 patent, and as being unpatentable over Saigh in view of Blonder. Applicants respectfully assert, however, that independent Claim 1, as amended, defines over both the '680 patent and the combined references, Saigh and Blonder.

Applicants respectfully submit that none of the cited references teach or suggest every feature recited in amended independent Claim 1. For example, none of the

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references teach or suggest combining a plurality of printed books (that is, physical embodiments rather than electronic information), all of which are arrayed on bookshelves at a common physical location and in which are placed actual bookmarks (again, physical embodiments rather than electronic markers), with a kiosk at a common location. Moreover, none of the references teach or suggest that such a kiosk includes a portal for accessing supplementary information based on other information provided by the bookmarks.

As expressly recited in both amended Claim 1 and newly-presented Claim 20, the information provided by such a bookmark is a common uniform address associated with the book in which the bookmark is placed. The common uniform address references a corresponding hypermedia document that comprises links to secondary hypermedia documents. The kiosk co-located with the physical array of books provides the mechanism by which a user interacts with the portal so as to obtain the secondary hypermedia documents.

Saigh, as noted at pages 3-4 of the Office Action, fails to teach that printed books are associated with a common uniform address that references a corresponding hypermedia document. Saigh's book bank, which is part of a point-of-sale system, is a purely electronic device. (See FIG. 3; see also Col. 7, lines 4-42.)

Blonder discloses a system and method for providing "structured tours" of hypertext files. (See, e.g., Col. 2, lines 42-49; see also Abstract.) In Blonder, a tour is selected from a tour service page that lists links representing available tours of certain hypertext files. (See Col. 2, line 61 – Col. 3, line 16.) Blonder, like Saigh, however, does not contemplate combining electronic features with a physical array of books. Moreover, even Blonder's bookmarks are electronic entities in a data communications device, not physical entities that can be placed in printed books arrayed at a common location:

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"[The figure illustrates a] feature of a known browser that presents a list of bookmarks 21 saved by the user from the present or earlier browser sessions. A user can construct a viewing program by storing bookmarks for pages according to a theme, and may revisit any page in the program by selecting its title from the list of bookmarks 21. This is also entirely driven by the user, provides no information relating the successive pages and is subject to the same problems of surfing." (Col. 5, lines 13-20.)

As the quoted portion reveals, Blonder's bookmarks electronically mark pages that a *user* has identified. This, however, does not teach or suggest providing to a user a bookmark that enables the user to access supplementary information that the user has not already identified, and, indeed, may not even be aware of. More fundamentally, Blonder's guided tour provides links from one hypertext file to another, but nowhere teaches or suggests the features associated with Applicant's combination of arrayed printed books, portal, and kiosk.

Moreover, none of the references teach or suggest associating secondary hypermedia documents, specifically, or supplementary information, generally, with different ones of a plurality of user classes. Blonder, as already noted, provides links among different hypertext files, but nowhere suggests that the particular hypermedia documents providing supplementary information for a corresponding text is presented to a user based upon which of multiple user classes the user belongs to, as further recited in each of the independent claims.

Applicants' invention provides that the particular documents or information that are presented to a user are determined on the basis of a user identifier. None of the cited references teach or suggest this feature. The user identifier may have been previously supplied to a user, but if it has not been, then an attendant co-located in the common area of the physical books and the kiosk can provide the proper user identifier. This feature,

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too, is not taught or suggested by the cited references. An advantage of Applicants' invention, as noted in the Specification, is that different types of supplementary information can be provided, or withheld, depending on the particular class to which a particular user belongs. (See, e.g., p. 5, line 15 – p. 6, line 21; and p. 14, lines 23-27.) Teachers can be supplied supplemental information in the form of test questions and answers, for example, while the same information can be withheld from a student user.

Applicants' invention provides both the mechanism by which a proper user identifier can be obtained and by which the appropriate supplementary material is supplied based upon the user identifier. The user identifier, once obtained, is supplied by the user via the kiosk. A search is performed of a stored list of identifiers that are cross referenced to particular hypermedia documents containing supplementary information. The user's class is determined based upon the user identifier, and the portal via the kiosk provides the user with the proper information. These features also are not taught or suggested in any of the cited references.

Moreover, as expressly recited in newly-presented Claim 20, user class can perform an additional role. Specifically, the user class can determine how hypermedia documents and supplementary information are presented to a particular user. According to the techniques already described, the proper hypermedia document and supplementary information corresponding to a printed book for a particular user is determined based on a user identifier, which itself is used to determine the class to which the particular user belongs. As expressly recited in Claim 20, the documents and information can be presented in the form of a sequence of images. But not all users -- children as compared to adults, for instance -- will benefit by having the images presented at the same rate. Accordingly, the images are presented at a rate based on the class to which the user viewing the images belongs, as expressly recited in newly-presented Claim 20.

At page 9 of the Office Action, it is noted that Redford teaches a remote control that allows a preschooler to "read" interactive media by controlling page "turning" of the

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media images. (See, e.g., Col. 13, lines, 23-31, and Col. 15, lines 36-44.) Applicants respectfully submit, however, that Redford's "childproof" page turning technique is the opposite of the feature recited in newly-presented Claim 20. With Redford, it is an individual child that determines a rate at which interactive media images change (i.e., pages "turn") by pressing the button on the remote control. The rate is thus determined by the individual child's action at a particular instance, not by a rate pre-determined to correspond to a class to which a particular user belongs, be the user a child, a parent, a teacher, or a member of some other pre-determined class. It follows, therefore, that Redford does not contemplate determining which of a number of different classes a particular user belongs to. Accordingly, it further follows that Redford does not teach or suggest presenting a sequence of images at a rate based upon the user class to which the user belongs, as expressly recited in newly-presented independent Claim 20. This feature, like others recited in each of the independent claims, is not taught or suggested in any of the cited references.

Applicants respectfully submit, therefore, that not all the features recited in independent Claims 1 and 20 are taught or suggested by the cited references. Accordingly, Applicants respectfully assert that independent Claim 1, as well as the claims dependant thereon, and newly-presented Claim 20 define over the prior art.

CONCLUSION

Applicants believe that this application is now in full condition for allowance, which action is respectfully requested. Applicants request that the Examiner call the undersigned if clarification is needed on any matter within this Amendment, or if the

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Examiner believes a telephone interview would expedite the prosecution of the subject application to completion.

Respectfully submitted,

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